

2011

# Region 1 Report

ANOVA Business Analysts 1/17/2012

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#### **Executive Summary**

- ✓ Data has been collected and disseminated for HODAC for all collected taken and made into the Helpline Georgia line for the reporting period of October 1, 2010 – September 30, 2011. This reporting period changed from July 1 – June 30 in FY'10.
- ✓ Additionally, the regions of BHDDAD (Behavioral Health, Developmental Disabilities, and Addictive Diseases) were altered in FY'10, with an additional Region being added by dividing the remaining Five regions up, totaling six. This alteration was performed to provide more even coverage of services for the state.
- ✓ There were 10461 calls logged into Helpline Georgia during FY'11. This is down an overall 17% from FY'10 when there were 11757 calls logged. Upon inquiry as to a contributor of the decline, there was an issue with a staff member logging all of the calls appropriately and thoroughly. Corrective action was taken with the employee receiving the appropriate disciplinary action and retraining for all of the staff. Upon monitoring and follow up, it was determined that all employees were logging calls appropriately to ensure adequate and accurate data collection for each.
- ✓ State, regional and county data is analyzed for FY'11. Call data is disseminated at the state, regional, and county level for high level demographics as gender, race, ethnicity, employment status, and age.
- ✓ Calls are also analyzed and broken down by top reasons, or 'needs' people utilize Helpline Georgia for, as well as a breakdown of predetermined Substance Abuse areas such as Crack, Methamphetamines, Alcohol, and Prescription Drugs. Additionally, due to the number of deployed military personnel in the state, calls involving Military issues were also focused on. The ethnic breakdown of FY'11 has remained static for each of the last eight years of reporting, where approximately 97% of all calls originate from Caucasians and African Americans
- ✓ The Hispanic ethnicity is the only other group that is statistically relevant in terms of the number. of calls received in by the Helpline at the state level. For the past eight reporting periods, there have been approximately 2% of all calls made from the Hispanic population.
- ✓ There was a near 6% increase in calls originating from Fulltime Employed callers when compared to FY'10, with a 4% reduction in calls from the Unemployed over the same reporting time frame.
- ✓ Seasonal reporting has again revealed that the highest call volumes occur during the late spring and summer months of June, July, August and September. As was the case in previous years, November, December, January and February continue to cull the lowest call volumes within the year.
- ✓ The highest call utilization originated in FY'11 from counties in both Metropolitan Atlanta as well as Central Georgia. The top three counties we represented by Atlanta counties of Fulton, Cobb and Gwinnett, with the two central Georgia counties of Houston and Bibb rounding out the top five counties.
- ✓ There continues to be an increase in both the number of calls and the percentage of total calls with regards to Prescription Drugs over the past few reporting periods.

#### Methodology

10461 collected calls were reported from Helpline Georgia in FY'11. This represents an eleven percentage decrease in calls over FY'10, were 11757 calls were gathered. The reporting period for each year reported is from July 1 - June 30. Calls have been collected and reported from Helpline Georgia for the past seven reporting periods, and include calls at the state, regional, county and city level.

Data that is received for dissemination and analysis is in a raw state, where data cleaning and repair operations are performed to ensure data can be analyzed and compared to previously reported years. It is imperative that culled data is utilizable. The term utilizable represents those calls that yield only full and complete information at the point of collection where certain required fields are expected to be gathered on each call. This allows a consistent, accurate set of data that can be analyzed and compared.

Data that has missing or improbable data results cannot be used. Calls with errors or missing information are scrubbed from the final data set so it does not taint or skew results. This exercise is completed in an effort to avoid any Type 1 or Type 2 statistical errors that can essentially render a database irrelevant.

Statistical testing is performed at the base level with each dataset as a safeguard to keeping the information true and accurate. Data from the state, regional and county level was compared using various criteria and areas of importance.

Over the years of data collection, analysis and reporting, call patterns, originations and behaviors can be determined. The results and conclusions from this analysis have great implications for understanding the areas of the state with specific reporting issues. The understanding of these call issues allow Helpline Georgia to gear its services to more effectively serve the population of Georgia, and specialize and customize both marketing and educational initiatives.

All data, both tabular and graphical, was created by ANOVA Business Analysts, LLC for the purpose of analyzing the calls from FY'11 for HODAC, Inc. Please make inquiries to the following:

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ANOVA Business Analysts, LLC



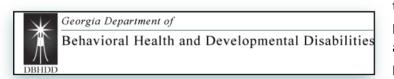
#### About HODAC

HODAC Incorporated began as The Houston Drug Action Council in 1970, following the highly attended Byron Rock Festival, also known as the Atlanta International Rock Festival held in nearby Peach County. It became apparent through the Rock Festival that there was a great need for drug intervention programs to be implemented within the county and neighboring areas. Concerned citizens began looking at the problem of drug use amongst the youth of the county as well as rising teen pregnancy rates. In 1973, the Houston Drug Action Council was incorporated with a staff of fulltime help to combat the issues of concern within the region.

Throughout the 37 years HODAC has been operating in the Central Georgia Region, it has grown and morphed to meet the needs of the community and regional community. Currently, HODAC operates three help lines in addition to Helpline Georgia where the services offer information and referrals not only for substance abuse, but gambling, victim assistance, and community resources. Additionally, HODAC provides a victim assistance center offering help to victims of crime in Houston County and hospital accompaniment for victims of sexual assault and domestic violence. Legal assistance is provided for eligible low income and/or minority clients who are victims of sexual assault, domestic violence, dating violence or stalking. Residential housing and aftercare is provided for women of domestic violence, as well as prevention individual and group counseling in local schools, and a free teen center for youth aged 10-18.

## About GA Department of Behavioral Health & Developmental Disabilities

The Georgia Department of Behavioral Health and Developmental Disabilities provides



treatment and support services to people with mental illnesses and addictive disease, and support to people with mental retardation and related developmental disabilities.

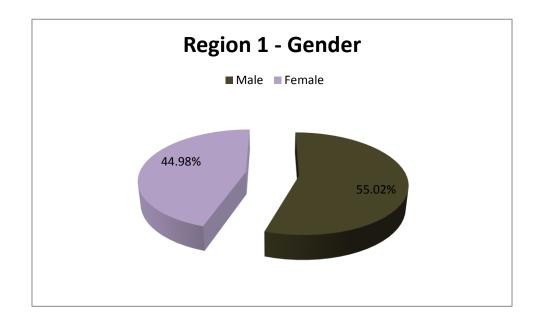
The Mission of BHDDAD is to provide and promote local accessibility and choice of services and programs for individuals, families and communities through partnerships, in order to create a sustainable, self-sufficient and resilient life in the community.

BHDDAD administers their mission throughout the six mental and developmental health regions divided throughout the state to provide a consistent continuum of care for the clients who utilize the service. In addition to Helpline Georgia, the DBHDD also oversees statewide mental health and wellbeing initiatives, develops new services and expands existing services as needed, monitors services received by consumers to ensure quality and access, investigates and resolves complaints and conducts special investigations and reviews when needed into the field of mental health, developmental disabilities and substance abuse.

Calls for Region 1 were up some 24% in FY'11 over FY'10. With the change in regional lines, this could be related to the addition and shifting of counties into the region.

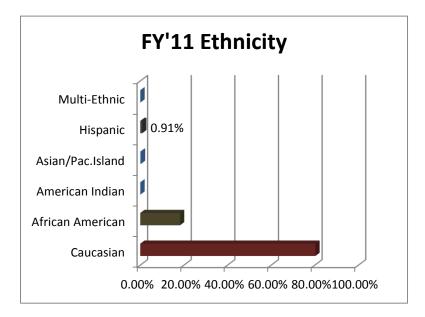
#### Gender

Gender	Calls	Percentage
Male	1025	55.02%
Female	838	44.98%
Total	1863	100.00%



## **Ethnicity**

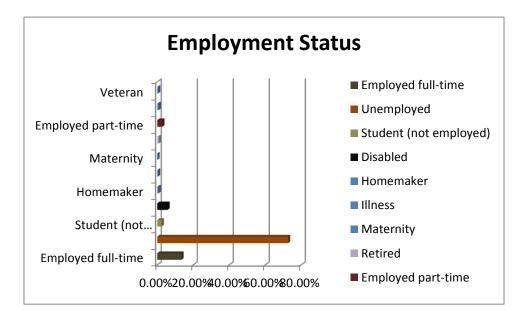
Ethnicity	Calls	Percentage
	4.400	00 000/
Caucasian	1496	80.30%
African American	340	18.25%
American Indian	2	0.11%
Asian/Pac.Island	6	0.32%
Hispanic	17	0.91%
Multi-Ethnic	2	0.11%
Total	1863	100.00%



Despite the shift in regional lines, call habits related to ethnicity have remained the same when comparing FY'11 with FY'10. Caucasians have overwhelmingly utilized Helpline Georgia for Region 1.

## **Employment Status**

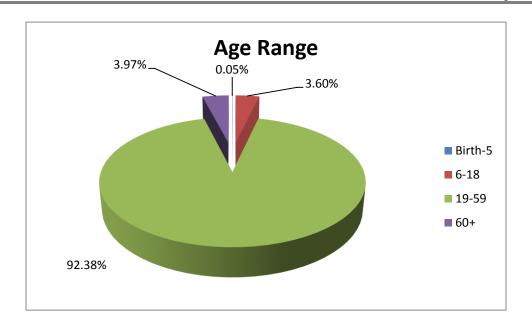
<b>Employment Status</b>	Calls	Percentage
Employed full-time	249	13.37%
Unemployed	1352	72.57%
Student (not employed)	45	2.42%
Disabled	105	5.64%
Homemaker	14	0.75%
Illness	7	0.38%
Maternity	1	0.05%
Retired	17	0.91%
Employed part-time	51	2.74%
Temporary work	14	0.75%
Veteran	8	0.43%
Total	1863	100.00%



The employment status in FY'11 for Region 1 remains largely unchanged from FY'10 despite the regional changes in reporting lines.

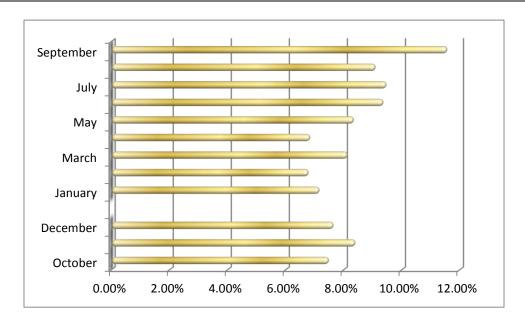
#### **Age Range**

Age Range	Calls	Percentage
Birth-5	1	0.05%
6-18	67	3.60%
19-59	1721	92.38%
60+	74	3.97%
Total	1863	100.00%



# **Calls by Month**

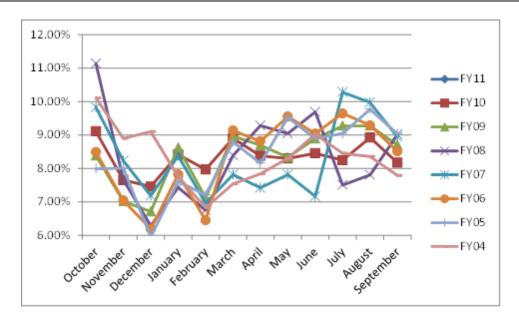
Month	Calls	Percentage
	2010	
October	139	7.46%
November	156	8.37%
December	142	7.62%
	2011	
January	133	7.14%
February	126	6.76%
March	151	8.11%
April	127	6.82%
May	155	8.32%
June	174	9.34%
July	176	9.45%
August	169	9.07%
September	215	11.54%
Total	1863	100.00%



Region 1 calling habits mirror the state at a greater level where calls are weighted more during the summer months. The winter months of December, January and February reveal the lowest call volume. This has been the trend for the past eight reporting periods.

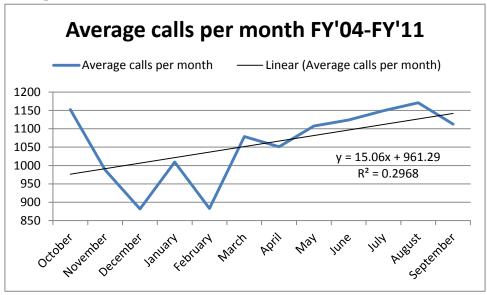
**Total Calls, All Regions by Month** 

Month	FY11	FY10	FY09	FY08	FY07	FY06	FY05	FY04
YEAR 1								
October	7.46%	9.11%	8.38%	11.14%	9.83%	8.49%	7.99%	10.11%
November	7.57%	7.66%	7.02%	7.66%	8.23%	7.04%	8.01%	8.90%
December	6.56%	7.46%	6.71%	6.29%	7.19%	6.19%	5.95%	9.10%
YEAR 2								
January	7.49%	8.42%	8.63%	7.43%	8.37%	7.82%	7.61%	7.75%
February	6.30%	7.97%	7.12%	6.75%	6.97%	6.45%	7.21%	6.83%
March	8.35%	8.91%	8.97%	8.39%	7.82%	9.14%	8.80%	7.54%
April	7.57%	8.38%	8.69%	9.28%	7.42%	8.81%	8.16%	7.84%
May	8.63%	8.30%	8.33%	9.05%	7.82%	9.55%	9.53%	8.31%
June	9.85%	8.45%	8.89%	9.69%	7.16%	9.04%	8.90%	9.02%
July	9.71%	8.25%	9.27%	7.50%	10.28%	9.65%	9.04%	8.45%
August	10.32%	8.92%	9.27%	7.81%	9.97%	9.29%	9.77%	8.36%
September	10.19%	8.17%	8.70%	9.01%	8.94%	8.51%	9.04%	7.79%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



In terms of seasonality with regards to call patterns into Helpline Georgia, calls are traditionally at their lowest points during the winter months of December, January and February. The highest level of calls has been trending for the past eight reporting periods to the summer months of July, August and September.

## **Average Calls per Month**

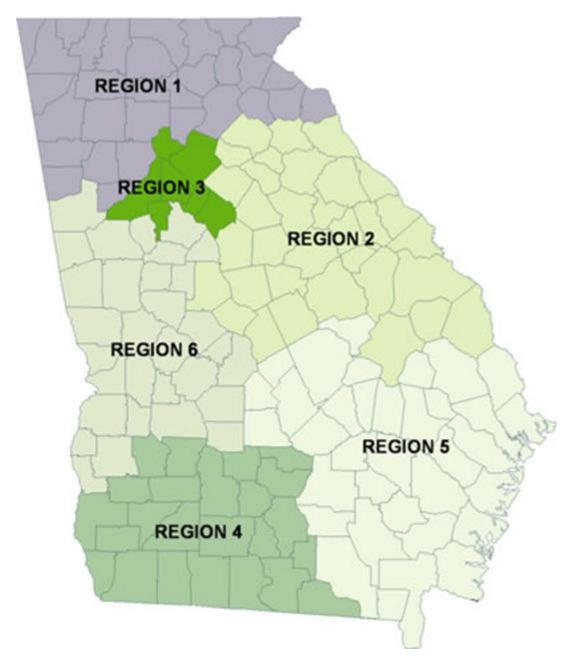


The average call volume per month from FY'04-FY'11 is shown above. This more clearly shows, when layering each call volume per month for each of the last eight years that the highest utilization of Helpline Georgia occurs during the summer months of June, July, August and September. Additionally, the lowest call volumes continue to traditionally occur during the winter months.

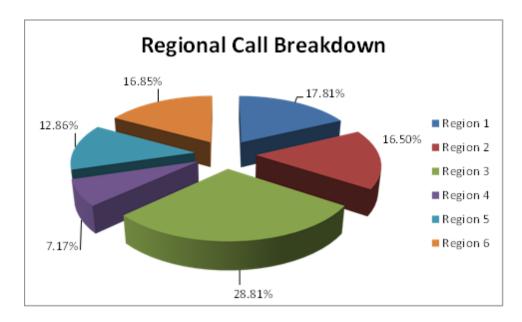
A linear regression trend line is noted above to determine the relevance and relationship between the months and the number of calls that are made into the Helpline. It can be noted that the "R" equation is a relational formula revealing the relationship between the x and y axis. A .2968 does indicated that there is indeed a relationship between the time of the year and the volume of calls that can be predicted.

## **Region Comparison**

The state of GA can be broken into six regions. A map showing these regions can be seen below:



Regional Calls - FY'11						
Region 1	1863	17.81%				
Region 2	1726	16.50%				
Region 3	3014	28.81%				
Region 4	750	7.17%				
Region 5	1345	12.86%				
Region 6	1763	16.85%				
Total	10461	100.00%				



With the realignment of regional lines, Region 3 still retains the majority of all calls into Helpline Georgia, but there is a greater even distribution of calls throughout the state.

## **Counties**

County	Calls	Percentage
Banks	6	0.32%
Bartow	103	5.53%
Catoosa	16	0.86%
Chattooga	25	1.34%
Cherokee	169	9.07%
Cobb	544	29.20%
Dade	6	0.32%
Dawson	20	1.07%
Douglas	113	6.07%
Fannin	13	0.70%
Floyd	132	7.09%
Forsyth	78	4.19%
Franklin	23	1.23%
Gilmer	10	0.54%
Gordon	49	2.63%
Habersham	19	1.02%
Hall	140	7.51%
Haralson	31	1.66%
Hart	9	0.48%
Lumpkin	19	1.02%
Murray	10	0.54%
Paulding	89	4.78%
Pickens	15	0.81%
Polk	52	2.79%
Rabun	17	0.91%
Stephens	37	1.99%
Towns	10	0.54%
Union	12	0.64%
Walker	36	1.93%
White	10	0.54%
Whitfield	50	2.68%
Total	1863	100.00%

# **Cities**

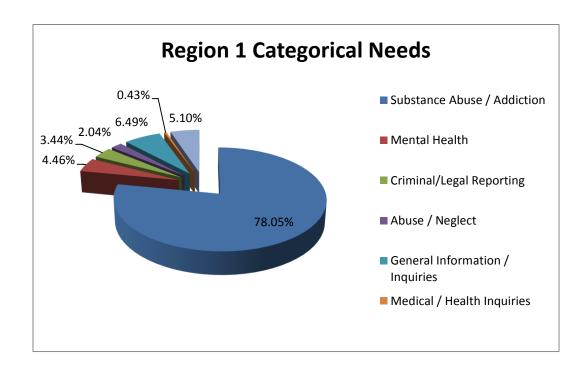
City	Calls	Percentage	City	Calls	Percentage
Acworth	57	3.06%	Flintstone	1	0.05%
Adairsville	9	0.48%	Flowery Branch	13	0.70%
Alto	1	0.05%	Fort Oglethorpe	5	0.27%
Aragon	1	0.05%	Gainesville	117	6.28%
Austell	42	2.25%	Gillsville	1	0.05%
Ball Ground	8	0.43%	Hartwell	9	0.48%
Blairsville	11	0.59%	Helen	2	0.11%
Blue Ridge	12	0.64%	Hiawassee	8	0.43%
Bremen	15	0.81%	Hiram	18	0.97%
Buchanan	7	0.38%	Holly Springs	3	0.16%
Calhoun	47	2.52%	Homer	4	0.21%
Canon	3	0.16%	Jasper	15	0.81%
Canton	62	3.33%	Kennesaw	58	3.11%
Carnesville	5	0.27%	Kingston	3	0.16%
Cartersville	91	4.88%	LaFayette	19	1.02%
Cave Spring	2	0.11%	Lavonia	4	0.21%
Cedartown	29	1.56%	Lithia Springs	11	0.59%
			Lookout		
Chatsworth	8	0.43%	Mountain	3	0.16%
Cherokee	4	0.21%	Lula	1	0.05%
Chickamauga	6	0.32%	Lyerly	1	0.05%
Clarkesville	8	0.43%	Mableton	23	1.23%
Clayton	15	0.81%	Marietta	276	14.81%
Clermont	5	0.27%	Martin	3	0.16%
Cleveland	8	0.43%	Maysville	2	0.11%
Cornelia	8	0.43%	Mc Caysville	1	0.05%
Crandall	1	0.05%	Oakwood	3	0.16%
Cumming	78	4.19%	Powder Springs	36	1.93%
Dahlonega	19	1.02%	Ranger	1	0.05%
Dallas	71	3.81%	Resaca	1	0.05%
Dalton	50	2.68%	Ringgold	11	0.59%
Dawsonville	20	1.07%	Rockmart	22	1.18%
Demorest	2	0.11%	Rome	129	6.92%
Dillard	1	0.05%	Rossville	7	0.38%
Douglasville	101	5.42%	Royston	11	0.59%
Ellijay	10	0.54%	Shannon	1	0.05%

City	Calls	Percentage
Smyrna	52	2.79%
Suches	1	0.05%
Summerville	18	0.97%
Tallapoosa	5	0.27%
Tennga	1	0.05%
Tiger	1	0.05%
Toccoa	34	1.83%
Trenton	6	0.32%
Trion	6	0.32%
Waco	4	0.21%
Waleska	2	0.11%
Winston	1	0.05%
Woodstock	90	4.83%
Young Harris	2	0.11%
Total	1863	100.00%

**Needs** 

## **Main Categorical Needs**

Main Category	Calls	Percentage
Substance Abuse / Addiction	1454	78.05%
Mental Health	83	4.46%
Criminal/Legal Reporting	64	3.44%
Abuse / Neglect	38	2.04%
General Information / Inquiries	121	6.49%
Medical / Health Inquiries	8	0.43%
Multiple	95	5.10%
Total	1863	100.00%



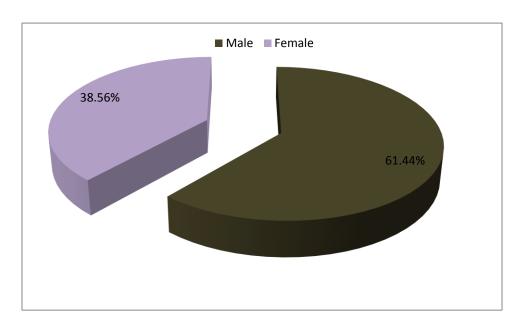
**Top 15 Needs** 

Need	Calls	Rank
Substance Abuse	3573	_
Treatment	00.40	1
SUBSTANCE ABUSE	3246	2
Alcohol	1826	3
Prescription Drugs	1572	4
Cocaine	1498	5
Drug Abuse/Addiction	1465	6
Crack	1304	7
Alcohol Abuse/Addiction	1078	8
Marijuana	792	9
Other Opiates	746	10
Methamphetamines	647	11
12 Step Programs	429	12
General Info. (Phone #	349	
Only)		13
Assessment	347	14
MENTAL HEALTH	249	15
Total		

# **Specific Focus Areas**

#### **Substance Abuse**

Gender	Calls	Percentage
Male Female	750 470	61.48% 38.52%
Total	1220	100.00%

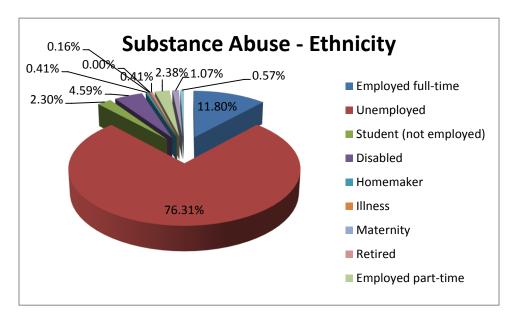


Call patterns in regards to gender in Region 1 during FY'12 have remained constant to FY'11 levels even with the restructuring of regional lines.

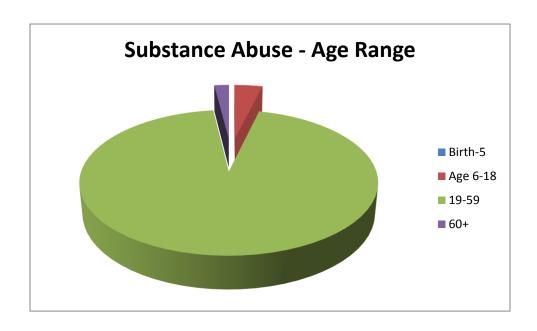
Ethnicity	Calls	Percentage
African		
American	212	17.38%
American Indian	1	0.08%
Asian Pacific	4	0.33%
Caucasian	987	80.90%
Hispanic	14	1.15%
Multi Ethnic	2	0.16%
Total	1220	100.00%

There was a 6% decline in the percentage of Caucasians utilizing Helpline Georgia from Region 1 in FY'12 when compared to FY'11. Additionally, with the regional line changes, there was a 32% increase in the percentage of African Americans utilizing the service for Substance Abuse from Region 1.

<b>Employment Status</b>	Calls	Percentage
Employed full-time	144	11.80%
Unemployed	931	76.31%
Student (not employed)	28	2.30%
Disabled	56	4.59%
Homemaker	5	0.41%
Illness	2	0.16%
Maternity	0	0.00%
Retired	5	0.41%
Employed part-time	29	2.38%
Temporary work	13	1.07%
Veteran	7	0.57%
Total	1220	100.00%

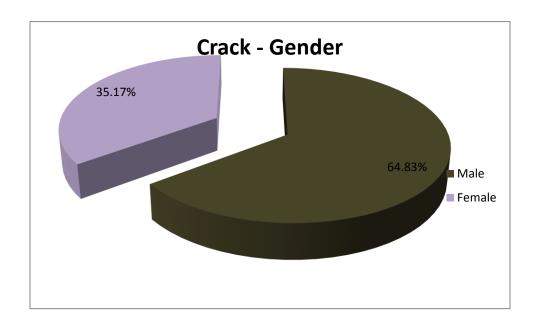


Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	46	3.77%
19-59	1150	94.26%
60+	24	1.97%
Total	1220	100.00%

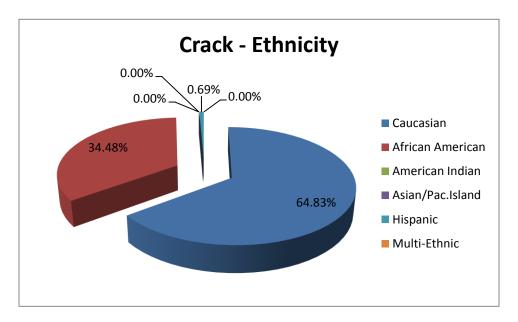


## Crack

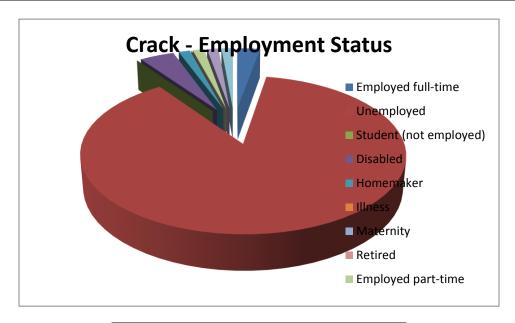
Gender	Calls	Percentage
Male Female	94 51	64.83% 35.17%
Total	145	100.00%



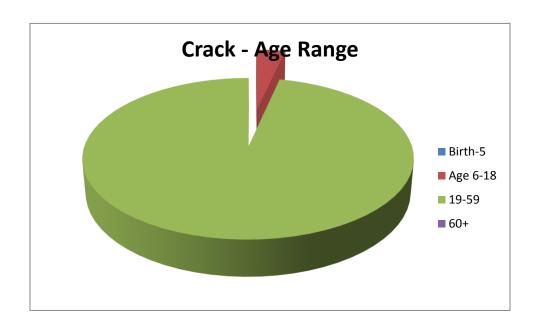
Ethnicity	Calls	Percentage
Caucasian	94	64.83%
African American	50	34.48%
American Indian	0	0.00%
Asian/Pac.Island	0	0.00%
Hispanic	1	0.69%
Multi-Ethnic	0	0.00%
Total	145	100.00%



<b>Employment Status</b>	Calls	Percentage
Employed full-time	4	2.76%
Unemployed	127	87.59%
Student (not employed)	0	0.00%
Disabled	6	4.14%
Homemaker	2	1.38%
Illness	0	0.00%
Maternity	0	0.00%
Retired	0	0.00%
Employed part-time	2	1.38%
Temporary work	2	1.38%
Veteran	2	1.38%
Total	145	100.00%

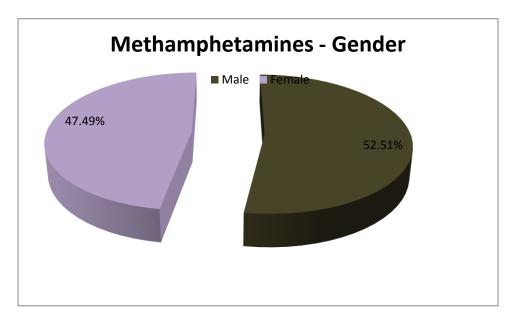


Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	5	3.45%
19-59	140	96.55%
60+	0	0.00%
Total	145	100.00%

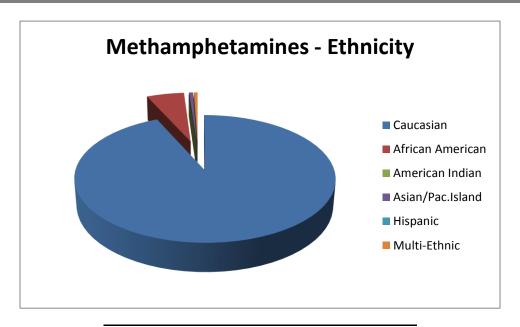


## **Methamphetamines**

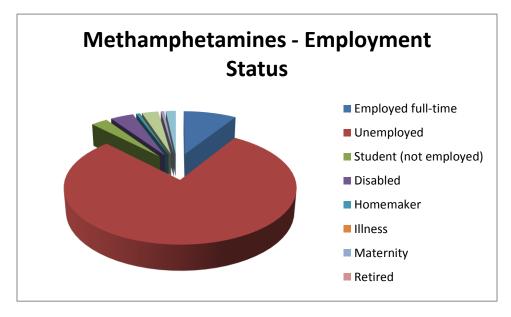
Gender	Calls	Percentage
Male	94	52.51%
Female	85	47.49%
Total	179	100.00%



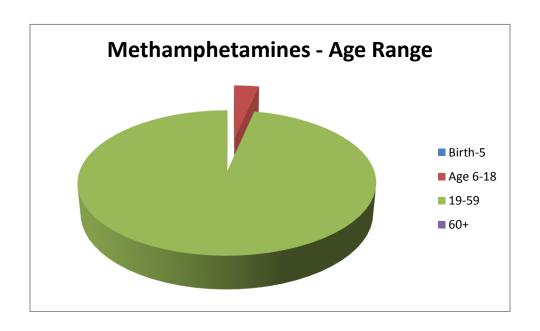
Ethnicity	Calls	Percentage
Caucasian	167	93.30%
African American	10	5.59%
American Indian	0	0.00%
Asian/Pac.Island	1	0.56%
Hispanic	0	0.00%
Multi-Ethnic	1	0.56%
Total	179	100.00%



<b>Employment Status</b>	Calls	Percentage
Employed full-time	16	8.94%
Unemployed	141	78.77%
Student (not employed)	5	2.79%
Disabled	7	3.91%
Homemaker	1	0.56%
Illness	0	0.00%
Maternity	0	0.00%
Retired	0	0.00%
Employed part-time	5	2.79%
Temporary work	1	0.56%
Veteran	3	1.68%
Total	179	100.00%

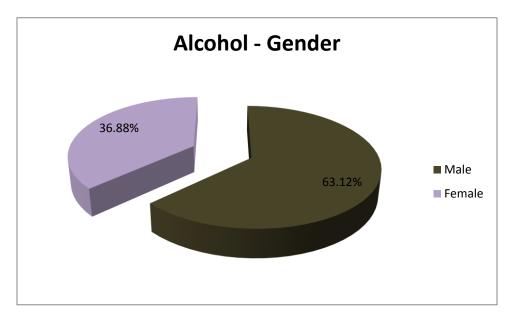


Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	6	3.35%
19-59	173	96.65%
60+	0	0.00%
Total	179	100.00%

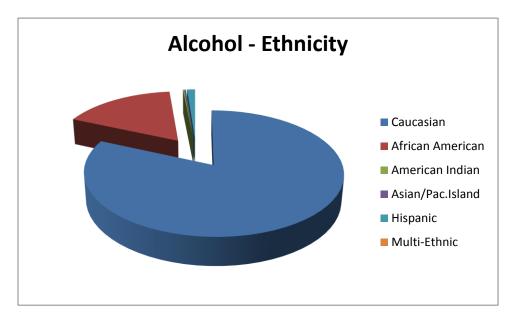


## Alcohol

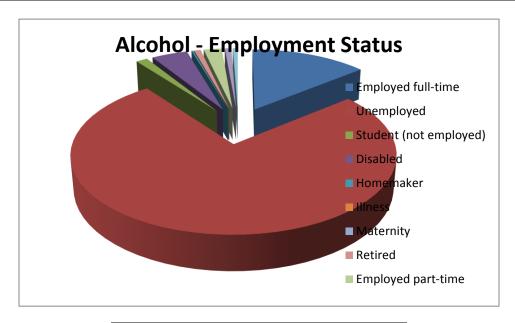
Gender	Calls	Percentage
Male	320	63.12%
Female	187	36.88%
Total	507	100.00%



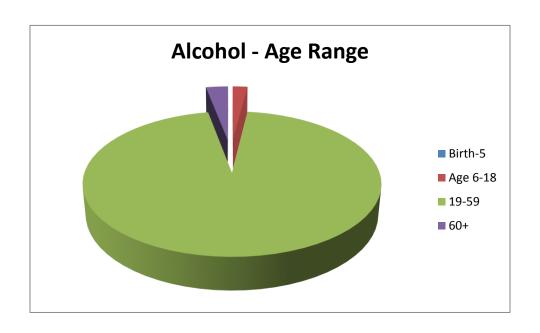
Ethnicity	Calls	Percentage	
Caucasian	414	81.66%	
African American	85	16.77%	
American Indian	1	0.20%	
Asian/Pac.Island	1	0.20%	
Hispanic	6	1.18%	
Multi-Ethnic	0	0.00%	
Total	507	100.00%	



<b>Employment Status</b>	Calls	Percentage
Employed full-time	71	14.00%
Unemployed	384	75.74%
Student (not employed)	7	1.38%
Disabled	22	4.34%
Homemaker	1	0.20%
Illness	0	0.00%
Maternity	0	0.00%
Retired	4	0.79%
Employed part-time	11	2.17%
Temporary work	4	0.79%
Veteran	3	0.59%
Total	507	100.00%

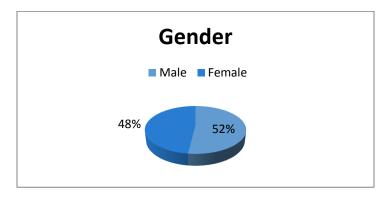


Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	10	1.97%
19-59	482	95.07%
60+	15	2.96%
Total	507	100.00%

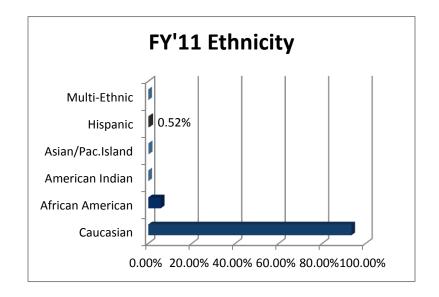


## **Prescription Drugs**

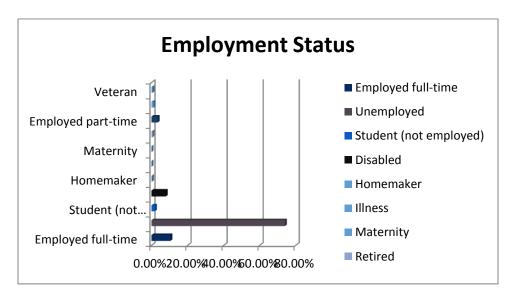
Gender	Calls	Percentage
Male	198	51.97%
Female	183	48.03%
Total	381	100.00%



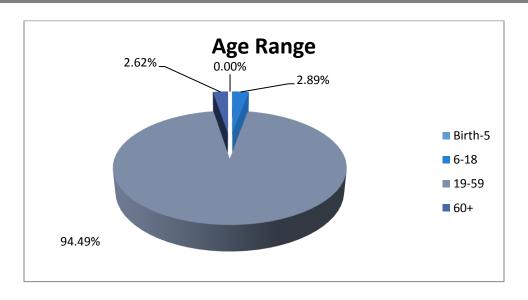
Ethnicity	Calls	Percentage	
Caucasian	356	93.44%	
African American	22	5.77%	
American Indian	0	0.00%	
Asian/Pac.Island	1	0.26%	
Hispanic	2	0.52%	
Multi-Ethnic	0	0.00%	
Total	381	100.00%	



<b>Employment Status</b>	Calls	Percentage
Employed full-time	40	10.50%
Unemployed	282	74.02%
Student (not employed)	7	1.84%
Disabled	30	7.87%
Homemaker	1	0.26%
Illness	0	0.00%
Maternity	0	0.00%
Retired	2	0.52%
Employed part-time	13	3.41%
Temporary work	4	1.05%
Veteran	2	0.52%
Total	381	100.00%

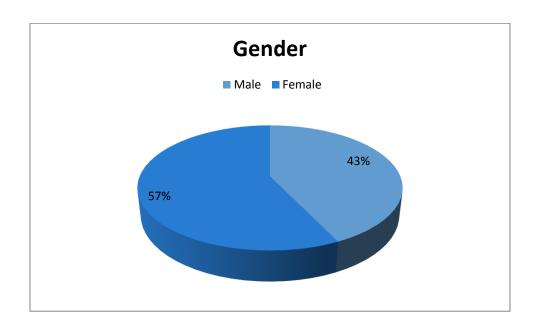


Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	11	2.89%
19-59	360	94.49%
60+	10	2.62%
Total	381	100.00%

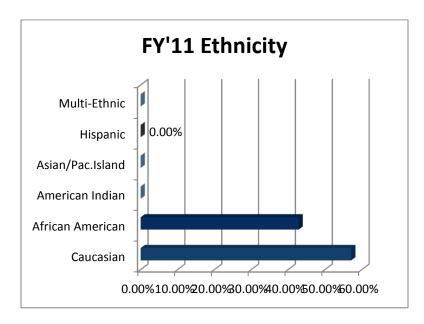


# **Gambling**

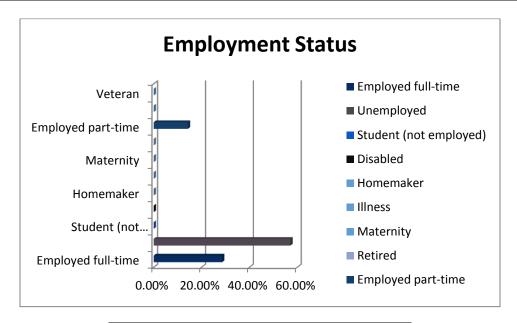
Gender	Calls	Percentage
Mole	2	42.060/
Male Female	3 4	42.86% 57.14%
Total	7	100.00%



Ethnicity	Calls	Percentage
Caucasian	4	57.14%
African American	3	42.86%
American Indian	0	0.00%
Asian/Pac.Island	0	0.00%
Hispanic	0	0.00%
Multi-Ethnic	0	0.00%
Total	7	100.00%



<b>Employment Status</b>	Calls	Percentage
Employed full-time	2	28.57%
Unemployed	4	57.14%
Student (not employed)	0	0.00%
Disabled	0	0.00%
Homemaker	0	0.00%
Illness	0	0.00%
Maternity	0	0.00%
Retired	0	0.00%
Employed part-time	1	14.29%
Temporary work	0	0.00%
Veteran	0	0.00%
Total	7	100.00%



Age Range	Calls	Percentage
Birth-5	0	0.00%
Age 6-18	0	0.00%
19-59	7	100.00%
60+	0	0.00%
Total	7	100.00%

